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To: All RBM's

Subject: Price Gap Expert System - Plan B in CTS outlets

As clarification, the Expert System has been programmed to suggest a discount value up to \$2.00 during Plan B in CTS outlets. Due to the recent increase in discount values on Marlboro, when a Retail Repoverrides the \$2.00 suggested discount with a higher value the results will show as "Too Aggressive" on the Price Gap Reports.

As you know our strategy is to match Marlboro in CTS outlets during Plan B. Therefore, you will show as "Too Aggressive" during this time. Currently we are reviewing areas of the Expert system for enhancements and have made the decision not to re-write the program at this time due to possible changes that may result from this review.

If you have any questions, please give us a call.

Best Regards,

Kevin & Mike

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cc:

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